REMARKS/ARGUMENTS

Claims 1-24 are pending in the application. Claims 1, 2, 9, 17, and 18 have been amended. Applicant respectfully requests reconsideration in light of the amendments and the remarks below.

Applicant would like to thank Examiners Bayshore and Nguyen for holding a telephone conference with their representative, Janaki K. Davda, on May 7, 2004, at 2:00 p.m. (EST). Claim 1 and the Shell patent were discussed. No agreement was reached.

In paragraph 3, the Office Action rejects claims 1-2, 4-10, 12-18, and 20-24 under 35 U.S.C. §103(a) as being unpatentable over Shell et al. (U.S. Patent No. 6,339,780) in view of Barker et al. (U.S. Patent No. 6,141,659). Applicant traverses these rejections for the following reasons.

Claim 1 describes that when a field of data includes a separator indicating that there are multiple values for the field, a first portion of the field of data and a graphical element indicating that there is a second portion of the field of data are displayed in a page and the page is enabled to selectively present the first and second portions of the field of data in response to user input passing over the graphical element. For example, the Specification at page 6, lines 11-15, indicates that when a first artist and a graphical element are displayed, if the user passes a mouse or other input device over the displayed graphical element, then the web page would display the names of all the artists. Also, the Specification at page 7, lines 19-28 describes that when a separator indicates multiple values for a field, the first value before the separator is encoded into the display box along with an information symbol that denotes there is further information for the field.

The Office Action indicates that "displaying in a page a first portion of the field of data and a graphical element indicating that there is a second portion of the field of data within a display area" is taught by the Shell patent describing that a browser is configured to display a

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temporary graphic element 64 (a "loading status" icon) over content viewing area 56 during times when the browser is loading content (Abstract; Col. 4, lines 47-66). The temporary loading status icon is displayed only when the browser is loading content, and removed when the browser is not loading content (Col. 4, lines 58-59). That is, the loading status icon of the Shell patent is displayed *only when the browser is loading content*. On the other hand, the claimed graphic element is displayed *to indicate that there is a second portion of a field of data*, rather than to indicate that content is loading. Also, the claimed graphic element is displayed *when the field of data includes a separator indicating that there are multiple values for the field*. On the other hand, the loading status icon of the Shell patent is not displayed when a field of data includes a separator indicating that there are multiple values for the field.

The Office Action also indicates that "enabling the page to selectively present the first and second portions of the field of data in response to user input" is taught by the Shell patent describing rendering of hypermedia content and loading of additional or alternative hypermedia content in response to user's selection of hyperlinks (Col. 4, lines 4-8). On the other hand, the claimed invention selectively presents the first and second portions of the field of data in response to user input passing over the graphical element. Thus, the claimed invention displays data based on *user input passing over the graphical element rather than a hyperlink* as described in the Shell patent. Also, selection of a hyperlink requires "clicking" the hyperlink, rather than just passing over the hyperlink. Moreover, the data displayed is a portion of the field of data that is associated with the graphical element, whereas the Shell patent describes displaying other data that is associated with a hyperlink and not associated with the loading status icon that had been displayed to indicate that content was loading. Furthermore, passing over the loading status icon of the Shell patent does not result in additional portions of a field of data being displayed.

The Office Action indicates that the Shell patent does not explicitly teach retrieving one or more records matching a search criteria, wherein each record includes at least one field of data; and when a field of data includes a separator indicating that there are multiple values for the field.

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The Office Action indicates that retrieving one or more records that match a search criteria, wherein each records includes at least one field of data is taught by the Barker patent describing a search for records for data matching entered search criteria (FIG. 5A & Col. 7, lines 1-17) . When the Barker and Shell patents are combined, the combination does not result in Applicant's claimed invention. For example, the graphical element of the Shell patent is automatically displayed only when loading content and is removed when not loading content. This teaches away from displaying a portion of the field of data and a graphical element for the remaining portion of the field of data, where selection of the graphical element selectively displays the first and second portions of data. In particular, the combination of the Shell and Barker patents describes that records for data matching entered search criteria are found, and then, only while data is loading, the loading status icon of the Shell patent is displayed. This does not teach or suggest: when a field of data includes a separator indicating that there are multiple values for the field, displaying in a page a first portion of the field of data and a graphical element indicating that there is a second portion of the field of data within a display area of the page and enabling the page to selectively present the first and second portions of the field of data in response to user input passing over the graphical element.

Thus, claim 1 is not taught or suggested by the Shell patent or the Baker patent, either alone or in combination.

Independent claims 9 and 17 are not taught or suggested by the Shell patent or the Baker patent, either alone or in combination, for at least the same reasons as were discussed with respect to claim 1.

Dependent claims 2-8, 10-16, and 18-24 incorporate the language of independent claims 1, 9, or 17, respectively, and add additional novel elements. Therefore, dependent claims 2-8, 10-16, and 18-24 are not taught or suggested by the Shell patent or the Baker patent, either alone or in combination, for at least the same reasons as were discussed with respect to claims 1, 9, and 17.

Claim 2 describes presenting the first and second portions of the field of data comprises displaying the first and second portions in response to the user input, and claim 2 depends from claim 1, which describes that the user input selects the graphical element. As to claim 2, the Office Action cites the Shell patent at Col. 4, lines 1-8. The cited portion of the Shell patent describes selection of a hyperlink, which teaches away from selection of the graphical element to display portions of a field of data.

Additionally, claim 4 describes that the page is an HTML page and that an HTML alternative text attribute element is used to enable the page to selectively present the first and second portions of the field of data in response to user input. The Office Action cites the Shell patent at Col. 6, lines 9-12 and 51-54, which indicates that content may be HTML. The cited portion of the Shell patent makes no mention of an HTML alternative text attribute element is used to enable the page to selectively present the first and second portions of the field of data in response to user input. Also, because the Shell patent teaches away from selection of the graphical element, the Shell patent does not teach or suggest the subject matter of claim 4.

Claim 5 describes receiving a user request including the search criteria and querying a database on the search criteria to access data records satisfying the search criteria, wherein each accessed data record includes the field of data, wherein there is a display area for each record, further comprising displaying in the display area for each record the at least first portion of the field of data from each accessed data record, wherein the page is enabled to selectively present the first and second portion of the field for the record in response to user input. The Office Action cites the Shell patent at Col. 4, lines 1-8 and the Barker patent at FIGs. 4A and 5A, and Col. 7, lines 1-17). Again, the combination of the Barker and Shell patents teaches away from selection of the graphical element to selectively display portions of a field of data.

Claim 6 describes that displaying the first portion in the display area comprises displaying a first value in the data field, and wherein presenting the first and second portions in response to user input comprise displaying all the values from the data field and incorporates the language of independent claim 1 that the user input selects the graphical element. The Office Action cites the

Shell patent at Col. 3, lines 44-63, which describes an operating system that employs windows. The mere use of windows does not teach or suggest displaying all the values from the data field in response to user input passing over the graphical element.

Claim 7 depends from claim 6 and describes displaying at least one additional field of data in each display area for each accessed record. On the other hand, the cited portion of the Shell patent at Col. 4, lines 1-8 describes selection of hyperlinks, which does not describe an additional field of data for each accessed record.

Claim 8 describes that the first and second portions are presented in response to user input indicating movement of a graphical pointer over the displayed graphical element. On the other hand, the Shell patent teaches selection of hyperlinks rather than selection of a graphical element associated with the first portion of a field of data.

In paragraph 4, the Office Action rejects claims 3, 11, and 19 under 35 U.S.C. §103(a) as being unpatentable over Shell et al. (U.S. Patent No. 6,339,780) in view of Barker et al. (U.S. Patent No. 6,141,659) and in further view of Applicant Admitted Prior Art (APA). Applicant traverses these rejections for the following reasons.

Independent claims 1, 9, and 17 are not taught or suggested by the Shell patent, the Barker patent, or Applicant Admitted Prior Art, either alone or together. For example, the discussion of hover text does not cure the defects of the Shell and Baker patents.

Applicant's Specification on page 1, lines 13-14, describes that one use of hover text is to display information on a control button or icon, such as shown in Applicant's Figure 1. Also, Applicant's Specification on page 1, lines 17-21, describes that another use of hover text is to crop content to fit into a display area and then provide the entire content of the display area in a hover text box. Applicant's Specification on page 2, lines 2-6, describes that if the title of a button extends beyond the width of the button, then the application title is truncated to fit the button, and, if the user passes a graphical pointer over the displayed button, the entire title is displayed in hover text. None of these prior art uses of hover text teach or suggest retrieving one

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or more records matching a search criteria, wherein each record includes at least one field of data, and, when the field of data includes a separator indicating that there are multiple values for the field, displaying a first portion of the field of data and a graphical element indicating that there is a second portion of the field of data.

Dependent claims 3, 11, and 19 incorporate the language of independent claims 1, 9, or 17, respectively, and add additional novel elements. Therefore, dependent claims 3, 11, and 19 are not taught or suggested by the Shell patent, the Barker patent or Applicant's description of related art in Applicant's Specification, either alone or in combination, for at least the same reasons as were discussed with respect to claims 1, 9, and 17.

Conclusion

For all the above reasons, Applicant submits that the pending claims 1-24 are patentable over the art of record. Applicant has not added any claims. Nonetheless, should any additional fees be required, please charge Deposit Account No. 09-0460.

The attorney of record invites the Examiner to contact her at (310) 553-7973 if the Examiner believes such contact would advance the prosecution of the case.

Dated: May 18, 2004

By: _____

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